

c. Illustrations and advertisements. In accordance with the Joint Committee Regulations, illustrations shall not be used "unless certified to be functional and to relate entirely to the transaction of public business," and no periodical "shall contain any advertisement inserted by or for any private individual, firm, or corporation, or contain material which implies in any manner that the Government endorses or favors any specific commercial product, commodity, or service."

5. Request for first approval. An agency desiring to issue a new periodical will request approval by letter, including or accompanied by a certificate of necessity as prescribed in paragraph 7 below, to the Director of the Bureau of the Budget. This letter will give a comprehensive description of the proposed style, contents, size, general appearance, and other characteristics of the periodical, as follows:

a. Identification:

- (1) Name of periodical.
- (2) Name of issuing Bureau or other organizational unit, if other than agency itself.

b. Size and cost data:

- (1) Frequency of issues, and proposed date of first issue.
- (2) Maximum number of copies per issue for (a) official use and (b) free distribution.
- (3) Maximum number of pages per year, including supplements and index.
- (4) Maximum cost per fiscal year of printing the periodical to be charged to each designated appropriation available for printing and binding, whether costs will be incurred by contract or as direct costs incurred within the agency's printing plant.

c. Justification and additional information:

- (1) Comprehensive statement of the necessity for the periodical, including any specific statutory authorization for the publication of the information proposed to be printed in it.
- (2) Statement justifying the number of copies proposed for (a) official use, and (b) free distribution. Particular information should be given to indicate (a) the specific part of the public in need of free distribution; (b) why distribution should be free instead of by sale or subscription; and (c) by what means distribution is to be effected, and solicitation and promotion in case of sale and subscription.

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(3) Statement identifying the appropriations to be charged, and indicating whether the appropriations are sufficient.

(4) Annual cost of preparing the periodical, including salaries, materials, and other expenses properly chargeable to editorial and other work in connection with its preparation, other than the printing costs covered under b(4) above.

6. Extension and amendments of approval. If a change becomes necessary at any time before the expiration of an approval, the change may be requested either as an extension or an amendment of the existing approval.

a. Extensions. Extension of approval beyond its expiration date will be requested by letter containing the information described in paragraph 5, as pertinent, together with appropriate justification, especially for any change proposed. A copy of the latest issue of the periodical and a sample copy of the circularization used in the last review of the mailing list will be enclosed, together with an analysis of the results of that circularization, including an explanation of the method used for circularizing; the number on the mailing list at the time of that circularization; the number of inquiries sent out; the number who responded asking to have their names removed from the mailing list; the number who failed to respond; the number retained on the list who did not respond, with reasons for their retention; and the number of copies distributed by sale or subscription.

b. Amendments. Amendment to an approval is not required when the change would not involve more than a one-time departure annually from established limitations on the number of copies per issue and when that departure is within one-tenth of the limitation. When any other change becomes necessary before the expiration of an approval, an amendment to the approval may be requested by letter, setting forth appropriate justification for the change requested. If the change involves the number of copies for free and official distribution, data about mailing lists described above under a must be included.

7. Certificate of necessity. The head of the agency will certify in writing to the necessity for each new or continued periodical, in the following form:

"I hereby certify that the publication of the periodical entitled _____ is necessary in the transaction of the public business required by law of this agency."

8. Notice of approval. The agency concerned will be notified by letter of each approval.

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9. Statement of approval in printed periodical. Every issue of a periodical which has been approved under this Circular shall contain the following statement:

"Use of funds for printing this publication approved by the Director of the Bureau of the Budget (date of approval)."

10. Expiration of approval. Each approval expires on the date specified in the letter of approval. No approval will be effective for more than five years. Requests for approval for continuing a publication should be submitted no less than 30 days prior to the expiration date.

DAVID E. BELL
Director

This Agency excepted from provision of the circular per discussion with Frank Ecker and Don Smith of the Bureau of the Budget.

/s/ [REDACTED] 11 STATINTL
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